

RECEIVED  
MAR 07 2003  
BY: W.B.



## MEMORANDUM

TO: Guy Thompson  
FROM: Carrie Zimmerman • Curtis Zimmerman  
RE: The Zimmerman Agency Public Relations Budget Contract Addendum  
DATE: March 7, 2003

---

The following details additional funding requested to continue the current momentum of the 2002-2003 Leon County Tourist Development Council Public Relations Program.

The Zimmerman Agency, as Leon County's Public Relations Contractor (RFP#BC-11-01-01-48), has consistently allocated time and resources to develop planned and approved tactics at a level far exceeding the original \$6,000 per month service fee.

M { The average time invested in the account during the months of October 2002 – February 2003 (5 months) has been an **additional** \$5,000 per month.

The agency is only requesting an additional \$1,000 per month for each month in this fiscal year to off set the money the agency is over-servicing the Leon County Tourist Development Council.

Should the public relations contract roll for two more years, the agency respectfully requests that the fee increase to \$7,500 per month and \$8,000 per month respectively.

The level of commitment by The Zimmerman Agency to the Leon County account is evident in the results which have increased by far more than 100% from the past contractor, who was compensated at the same current rate.